

Introducing the Best Way to Keep Cigarettes Out of the Hands of Kids.

We all agree kids shouldn't smoke. Now there's a program, called "Support the Law...It Works!" It's aimed at reducing access to cigarettes among persons under legal age. "Support the Law...It Works!" is a training and educational program developed by R.J. Reynolds Tobacco Company designed to help retailers comply with minimum-age laws. While focusing on cigarettes, the program is applicable to any age-restricted product.

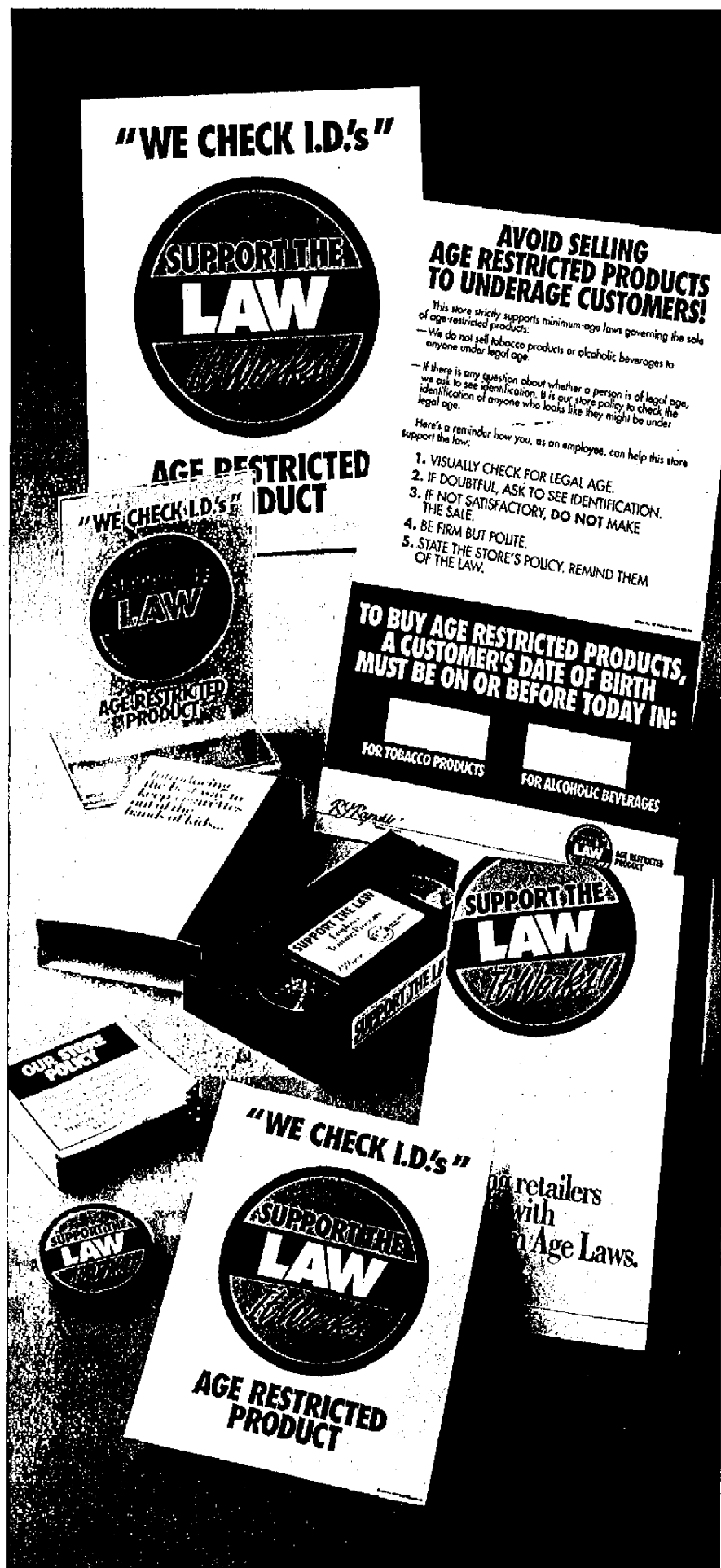
The Program Offers Free Materials.

"Support the Law...It Works!" helps educate and train store managers and retail clerks by making available a wide range of materials free of charge. These materials, for use in training retail personnel or placing in-store for customer and clerk awareness, include:

- Training Video
- Instructional Brochure
- Large & Small Posters
- Backroom Reminder Sign
- Cash Register Sign
- Door Decals
- Logo Buttons
- State-Law Reminder Cards

Many of the above materials are available in Spanish.

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Why Kids Smoke.

Government research and private studies agree that three major factors influence underage smoking. **Peer pressure** and **family influence** have been shown to be the major reasons why kids start to smoke. **Access to cigarettes** is a contributing factor on an on-going basis. This is due, in part, to the fact that minimum-age laws aren't always followed.

All states have a minimum legal age for buying cigarettes. However, laws don't work unless they're supported. Studies show that compliance makes a difference. When retailers support the law, underage access can be reduced by 50% or more. And this means a significant reduction in underage smoking.



The Key to Success is Education.

"Support the Law...It Works!" utilizes a variety of materials aimed at educating store clerks about how to support the law. This program provides store clerks direction on:

- How to spot someone who might be under legal age.
- How to check identification properly.
- How to utilize in-store materials to make supporting the law easier.

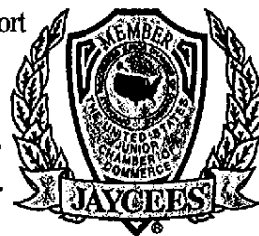
With proper education and training, underage access to cigarettes can be reduced significantly.

A Community-Wide Effort.

While "Support the Law...It Works!" is primarily focused at the retail level, it has community-wide impact. As such, law enforcement agencies, civic organizations and even concerned citizens can get involved.



Many police departments and the United States Junior Chamber of Commerce have endorsed "Support The Law" as an important tool for helping keep cigarettes out of the hands of kids.



At R.J. Reynolds Tobacco, we believe kids should not smoke. That's why, with the help of educators, experts and parents, we've developed programs like "Support The Law".

We urge you to participate in this program. Through it you can show your customers and your community that you're committed to helping stop underage smoking.

Achieving the Desired Results.

Your involvement makes a difference. Supporting age restriction laws results in a significant reduction in underage smoking. But it takes everyone's commitment. Let's keep cigarettes out of the hands of kids. Remember, when we all Support the Law...It Works!

For more information on how you can help, call 1-800-392-8333. Or write to:

"Support the Law" Program
P.O. Box 2959
Winston-Salem, NC 27102-2959



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R.J. Reynolds
Tobacco Company